

## ORDER



Orders	Order / Rev:	50982
	Alt Order #:	09799943
	Product Desc:	CROSSROADS GPS
	Estimate:	1956
	Flight Dates:	08/23/12 - 08/29/12
	Original Date / Rev:	08/22/12 / 08/22/12
	Order Type:	GENERAL

	<b>CBS 47</b>
Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	Issues/Propositions
	Priority:	P-1
	Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	30	\$40,120.00	\$34,102.00
08/27/12	08/29/12	31	\$27,480.00	\$23,358.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	30	\$40,120.00	\$34,102.00	0.00
September 2012	31	\$27,480.00	\$23,358.00	0.00
<b>Totals</b>	<b>61</b>	<b>\$67,600.00</b>	<b>\$57,460.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

CBS 47	35%	\$67,600.00
Market	100%	\$193,142.86

## Competitive Share

CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	8%	\$15,451.43
WCWJ	0%	\$0.00
WJXT	27%	\$52,148.57
WJXX	9%	\$17,382.86
WTLV	21%	\$40,560.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	08/23/12	08/24/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	---TF--	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	---TF--		2		\$70.00		0.00					
E 2	WTEV	08/23/12	08/24/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	----TF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
NEWS															

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Advertiser: Crossroads GPS  
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 Estimate: 1956

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	08/23/12	08/24/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	---TF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$650.00		0.00			
E 3	WTEV	08/23/12	08/24/12	Soap Rotator Soap Rotator	CM	12:30 PM-2:00 PM	---TF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$800.00		0.00			
E 4	WTEV	08/23/12	08/24/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	---TF--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$750.00		0.00			
E 5	WTEV	08/23/12	08/24/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	---TF--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$750.00		0.00			
E 6	WTEV	08/23/12	08/24/12	M-F 730p Two And A Half Men	CM	7:30 PM-8:00 PM	---TF--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					2	\$650.00		0.00			
E 7	WTEV	08/23/12	08/24/12	Letterman Letterman	CM	11:35 PM-12:35 AM	---TF--	:30	4	\$220.00	P-1	0.00	NM	4	\$880.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--					4	\$220.00		0.00			
E 8	WTEV	08/23/12	08/26/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	---TFSS	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---TFSS					3	\$850.00		0.00			
E 9	WTEV	08/23/12	08/23/12	Jaguars Pre-Season Jaguars Pre-Season	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	---T---	:30	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
JAGS PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					2	\$6,000.00		0.00			
E 10	WTEV	08/23/12	08/23/12	Thu Reg 3 Thu Reg 3	CM	10:00 PM-11:00 PM	---T---	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---					1	\$2,400.00		0.00			
E 11	WTEV	08/24/12	08/24/12	NFL Pre-Season NFL Pre-Season	CM	8:00 PM-11:00 PM	----F--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
NFL PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					2	\$2,000.00		0.00			
E 12	WTEV	08/25/12	08/25/12	NFL Pre-Season NFL Pre-Season	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
NFL PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					2	\$2,000.00		0.00			
E 13	WTEV	08/26/12	08/26/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$600.00		0.00			
E 14	WTEV	08/26/12	08/26/12		CM	10:30 AM-11:00 AM	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00

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Advertiser: Crossroads GPS  
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 Estimate: 1956

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Face the Nation											
				Face the Nation											
				FACE THE NATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$350.00		0.00			
E 15	WTEV	08/26/12	08/26/12	Sun Reg 1	CM	7:00 PM-8:00 PM	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				60 Minutes											
				60 MIN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$3,000.00		0.00			
E 16	WTEV	08/26/12	08/26/12	Sun Reg 3	CM	9:00 PM-10:00 PM	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				The Good Wife											
				MENTALIST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$3,000.00		0.00			
E 17	WTEV	08/27/12	08/29/12	CBS This Morning	CM	7:00 AM-9:00 AM	MTW----	:30	3	\$70.00	P-2	0.00	NM	3	\$210.00
				CBS Morning News											
				EARLY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$70.00		0.00			
E 18	WTEV	08/27/12	08/29/12	Action News @ Noon	CM	12:00 PM-12:30 PM	MTW----	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
				Action News @ Noon											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$650.00		0.00			
E 19	WTEV	08/27/12	08/29/12	Soap Rotator	CM	12:30 PM-2:00 PM	MTW----	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
				Soap Rotator											
				SOAPS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$800.00		0.00			
E 20	WTEV	08/27/12	08/29/12	Action News @ 5p	CM	5:00 PM-5:30 PM	MTW----	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
				Action News @ 5p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$750.00		0.00			
E 21	WTEV	08/27/12	08/29/12	Action News @ 6p	CM	6:00 PM-6:30 PM	MTW----	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
				Action News @ 6p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$750.00		0.00			
E 22	WTEV	08/27/12	08/29/12	M-F 730p	CM	7:30 PM-8:00 PM	MTW----	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
				Two And A Half Men											
				2.5 MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$650.00		0.00			
E 23	WTEV	08/27/12	08/29/12	Letterman	CM	11:35 PM-12:35 AM	MTW----	:30	6	\$220.00	P-1	0.00	NM	6	\$1,320.00
				Letterman											
				LETTERMAN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					6	\$220.00		0.00			
E 24	WTEV	08/27/12	08/29/12	M-F Action News @ 11p	CM	11:00 PM-11:35 PM	MTW----	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
				M-F Action News @ 11p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTW----					3	\$850.00		0.00			
E 25	WTEV	08/28/12	08/28/12	Tue Reg 1	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
				NCIS											
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$3,200.00		0.00			
E 26	WTEV	08/28/12	08/28/12		CM	9:00 PM-10:00 PM	-T-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00

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Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 1956

**CBS 47**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Reg 2											
				NCIS: Los Angeles											
				NCIS LA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-T-----			1		\$4,000.00		0.00				
E 27	WTEV	08/28/12	08/28/12	Tue Reg 3	CM	10:00 PM-11:00 PM	T-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
				Unforgettable											
				MENTALIST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-T-----			1		\$2,400.00		0.00				
E 28	WTEV	08/29/12	08/29/12	Wed Reg 3	CM	10:00 PM-11:00 PM	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				CSI: Crime Scene Investigation											
				CSI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--W----			1		\$3,000.00		0.00				
													Totals	61	\$67,600.00